C1850-14

SEP 14

Broadcasting

FIRST IN TELEVISION CABLE RADIO SATELLITE

❑ DUOPOLY, DAB SHARE SPOTLIGHT AT RADIO '92 / 4
❑ '90210' SALES LAUNCH IN BROADCAST SYNDICATION / 24
❑ DIGICIPHER HDTV DATA RELEASED / 31

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Vicki!

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* NSI Metered Markets

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— Rick Sherwood
Hollywood Reporter

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CABLE BILL: ONE BIG STEP CLOSER TO LAW

VOLLEYING OVER CBS, NBC COMP CONTINUES

By Steve McClellan and Geoffrey Foisie

An all-day meeting between CBS TV network executives and affiliate representatives adjourned last week without resolving fundamental issues between the two parties. So far, the network has been adamant about not lessening the $20 million cut in cash compensation it proposed several months ago to take effect in January. And some affiliates still object to the idea of cuts. Meanwhile, NBC and members of the network's affiliate advisory committee continued talks last week regarding a restructuring of compensation payouts for 1993.

At least some CBS discussions are expected to continue this week. Those present at the Chicago meeting included president of affiliate relations, CBS TV Network, Tony Malara; affiliate chairman, Mick Schafbuch, general manager of KOIN-TV Portland, Ore., and chairman-elect, Cathy Creany, general manager of WTVH-TV Syracuse, N.Y.

As reported last month (BROADCASTING, Aug. 17), NBC wants to reduce cash payouts by up to 15% to 20% (smaller cuts for smaller-market stations) in exchange for inventory. In a recent development, NBC has proposed to earmark revenue for what sources on both sides described as cash "bonuses" for stations able to "grow" certain network dayparts, including prime time, daytime and evening news. Also on the table is a proposal to earmark some comp dollars for on-air promotion.

But with the current economy, station executives say it is pretty clear most NBC affiliates will face a net reduction in compensation next year. "It's a pretty good supposition," said Jim Waterbury, president and general manager, WWWL(TV) Waterloo, Iowa. "The question is how much, and we just don't know at this point." ■

This Week

VISIONS OF DUOPOLY / 4

Broadcasters, both anxious and optimistic about the new radio ownership limits, see consolidation and cost cutting as the most likely outcomes.

CABLE BILL READY FOR VOTE / 6

House-Senate conferees agreed last week on a cable rereg bill with retransmission consent a key feature. A veto is considered likely.

Shannen Doherty of '90210,' launching in broadcast syndication next fall (p. 24)

SYNDICATION LAUNCH FOR '90210' / 24

Rep sources predict Worldvision Enterprises could generate $300,000-$500,000 per episode in cash and barter revenues for *Beverly Hills, 90210* in broadcast syndication next fall. The company has closed independent station deals in five of the top 10 markets.

LIFETIME/ABC TEAM FOR SPECIAL / 29

Lifetime tomorrow night will present *Seize the Power,* an election special produced in collaboration with ABC News.

DIGITAL CERTAINTY / 31

The first independent documentation of the performance of a digital HDTV system—General Instrument's DigiCipher—is ready for FCC evaluation, and GI confidently predicts the North American standard will be digital.

RADIO'S PERSONAL TOUCH / 36

Still contending that Arbitron "is the best thing we've got," attendees at an NAB Radio Show session extolled the benefits of building listener databases to allow personalized direct-mail efforts.

NBC CROSS OVER CROSSOWNERSHIP / 42

NBC complained to the FCC that the terms of its relaxation of the ban on network-cable crossownership, which cap a network's interest at 50% of homes passed, will

Lynn Sherr hosts Lifetime/ABC election special (p. 29).

effectively keep the networks out of the business.

PEDDLING PERKS / 45

Many TV stations find that dangling Caribbean cruises and ski trips before big advertisers can boost sales, but some are skeptical about the practice's long-term impact.

NEWS DEPARTMENTS

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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Broadcasting's Ratings Week 4 Aug 31-Sep 6

	ABC	CBS	NBC	FOX
MONDAY	4.4/7	15.1/26	10.0/17	NO PROGRAMING
8:00	74. The Young Indiana Jones Chronicles 5.9/10	16. Evening Shade 12.1/22	18. Fresh Prince 11.7/21	
8:30		11. Major Dad 13.0/22	19. Blossom 11.6/20	
9:00	90. ABC Monday Night Movie—Reds, Pt. 2 3.7/6	1. Murphy Brown 17.6/29	32. NBC Monday Night Movies—The Revenge of Al Capone 9.2/16	
9:30		4. Designing Wmn 15.9/27		
10:00		4. Northern Exposure 15.9/29		
10:30				
TUESDAY	14.2/25	10.6/19	7.7/14	NO PROGRAMING
8:00	13. Full House 12.8/24	20. Rescue: 911 11.5/21	69. Secret Service 6.4/12	
8:30	9. Step By Step 13.8/24			
9:00	2. Roseanne 16.3/27	28. CBS Tuesday Movie—Jack the Ripper, Pt. 2 10.1/17	53. I Witness Video 7.7/13	
9:30	7. Coach 14.1/23			
10:00	7. Going to Extremes* 14.1/25		35. Dateline NBC 8.9/16	
10:30				
WEDNESDAY	7.5/13	11.2/19	11.5/20	8.8/15
8:00	45. Wonder Years 8.4/15	62. Freshman Dorm 6.9/12	6. Unsolved Mysteries 15.4/27	35. Beverly Hills 90210 8.9/16
8:30	76. Gettin' Over 5.6/10			
9:00	16. Home Improvmt 12.1/20	24. 2000 Malibu Road 10.4/17	22. Seinfeld 10.7/17	39. Melrose Place 8.7/14
9:30	55. Arresting Behav 7.5/12		21. Wings 10.9/18	
10:00	76. Civil Wars 5.6/10	2. 48 Hours 16.3/30	49. Law and Order 8.3/15	
10:30				
THURSDAY	7.9/14	9.1/17	9.8/18	8.2/15
8:00	66. Who's the Boss? 6.8/13	29. Top Cops 10.0/18	45. Cosby 8.4/16	26. Simpsons 10.2/19
8:30	76. Room For Two 5.6/10		31. Cosby 9.4/17	26. Martin 10.2/18
9:00	85. Homefront 4.5/8	39. Middle Ages* 8.7/16	10. Cheers 13.3/23	71. The Heights 6.1/11
9:30			14. Wings 12.5/22	
10:00	11. Primetime Live 13.0/24		54. L.A. Law 7.6/14	
10:30				
FRIDAY	9.2/19	7.6/15	7.3/15	5.1/10
8:00	35. Family Matters 8.9/19	67. Evening Shade 6.5/14	57. Unsolved Mysteries 7.4/16	79. America's Most Wanted 5.5/12
8:30	41. Step By Step 8.6/18	67. Major Dad 6.5/13		
9:00	41. Covington Cross 8.6/17	62. Age Seven in America 6.9/13	72. I'll Fly Away 6.0/12	81. Sightings 5.3/10
9:30				89. Rachel Gunn, R.N. 4.0/8
10:00	25. 20/20 10.3/20	30. Scared Silent 9.5/19	41. Scared Silent 8.6/17	
10:30				
SATURDAY	5.7/13	5.8/12	8.0/17	6.8/15
8:00	75. ABC College Football Special—Miami at Iowa 5.7/13	91. 1775 3.2/7	32. Golden Girls 9.2/21	51. Cops 7.8/17
8:30		70. CBS Saturday Movie—Gorillas in the Mist 6.3/13	58. Powers That Be 7.3/16	38. Cops 2 8.8/19
9:00			45. Empty Nest 8.4/17	61. Code 3 7.0/15
9:30			34. Nurses 9.1/19	90. Vinnie & Bobby 3.7/8
10:00			60. Sisters 7.1/15	
10:30				
SUNDAY	5.9/12	10.0/20	6.5/13	5.8/12
7:00	83. Life Goes On 5.2/12	15. 60 Minutes 12.3/27	86. Brokaw Report 4.3/10	84. Batman 4.6/11
7:30				86. Parker Lewis 4.3/9
8:00	50. Am Fun Home Vid 7.9/16	22. Murder, She Wrote 10.7/21	72. I Witness Video 6.0/12	62. In Living Color 6.9/14
8:30	55. Am Fun People 7.5/15			62. Roc 6.9/13
9:00	80. American Detective 5.4/10	45. CBS Sunday Movie—Do You Know the Muffin Man? 8.4/16	51. NBC Sunday Night Movie—Crossing the Mob 7.8/15	44. Married w/Chldrn 8.5/16
9:30				59. Martin 7.2/14
10:00	81. Scared Silent 5.3/10			88. The Heights 4.1/8
10:30				
WEEK'S AVGS	7.7/15	9.9/19	8.6/16	6.8/13
SSN. TO DATE	11.0/19	12.2/21	11.6/20	7.6/13

RANKING/SHOW (PROGRAM RATING/SHARE) *PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

WTIC-TV Hartford, Conn.; KDVR(TV) Denver; WATL(TV) Atlanta and WXIN(TV) Indianapolis □ Sold by Chase Communications Inc. to Renaissance Communications for estimated $175 to $200 million. **Seller** is headed by Arnold Chase; stations, all Fox affiliates, are company's remaining television holdings. It retains WTIC-AM-FM Hartford, Conn., and is currently building cable systems in Poland. **Buyer** is headed by Michael Finkelstein, and also owns KTXL(TV) Sacramento, Calif; WTXX(TV) Waterbury, Conn.; WDZL(TV) Miami and WPMT(TV) Harrisburg, Pa. WTIC-TV has is on ch. 61 with 5,000 kw vis., 1,000 kw aur. and ant. 1,692 ft. KDVR is on ch. 31 with 5,000 kw vis., 500 kw aur. and ant. 1,038 ft. WATL is on ch. 36 with 2,682 kw vis., 402 kw aur. and ant. 1,170 ft. WXIN is on ch. 59 with 2,090 kw vis., 209 kw aur. and ant. 990 ft.

KBBX(AM)-KBCK(FM) Centerville, Utah (Salt Lake City) □ Sold by Radio Property Ventures Inc. to U.S. Radio IV Inc. for $1.65 million. Sale includes CP for KDOE(FM) Brigham City, Utah. Stations will be operated as LMA. **Seller** is headed by Burt W. Kaufman, who also owns KXEG(AM) Tolleson, Ariz.; KSHY(AM) Cheyenne, Wyo.; KXEN(AM) St. Louis and KQXI(AM) Arvada, Colo. **Buyer** is owned by Ragan A. Henry, who recently sold KDIA(AM) Oakland, Calif., for $1.6 million ("Changing Hands," Aug. 3). Henry heads broadcast group that is licensee of 8 AM's, 15 FM's and one TV. KBBX has religious, Spanish format on 1600 khz with 5 kw day and 1 kw night. KBCK has country format on 105.7 mhz with 7.3 kw and antenna 921 feet above average terrain. *Broker: Media Services Group Inc.*

KAYI(FM) Muskogee, Okla. □ Sold by Narragansett Radio to Riverside Communications Inc. for $1.6 million. **Seller** is headed by Glenn M. Creamer, and is affiliate of Narragansett Capital Inc., licensee of WYNK-AM-FM Baton Rouge and KEZO-AM-FM Omaha. Narragansett also owns cable and newspaper properties. **Buyer** is headed by Carol Ann Yde, who, with William L. Yde III, has interests in licensee of KTZN(FM) Green Valley, Ariz. KAYI has CHR format on 106.9 mhz with 100 kw and antenna 1,005 feet above average terrain. *Broker: Questcom Radio Brokerage.*

WMIN(AM) Maplewood (Minneapolis), Minn. □ Sold by Voyageur Broadcasting Co. to Central Baptist Theological Seminary of Minneapolis for $1.5 million. **Seller** is headed by Obed Borgen, and has no other broadcast interests. **Buyer** is headed by Ernest Pickering, and recently sold WCTS-FM Minneapolis for $10 million ("Changing Hands," Aug. 24). WMIN has MOR format on 1030 khz with 50 kw day and 1 kw night.

WALM(AM)-WELL-FM Albion, Mich. □ Sold by Thomas A. Bruinsma, bankruptcy trustee for Triad-Commco., to Donald R. Fox for $340,000. Sale includes WELL(AM) Battle Creek, Mich. **Seller** has no other broadcast interests. **Buyer** has no other broadcast interests. WALM has big band format on 1260 khz with 1 kw day and 500 w night. WELL-FM has big band format on 104.9 mhz with 3 kw and antenna 300 feet above average terrain. WELL(AM) is fulltimer with oldies format on 1600 khz with 1 kw.

For other proposed and approved sales see "For the Record," page 55.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$1,670,000** □ **3**
FM's □ **$1,606,928** □ **2**
AM-FM's □ **$1,990,000** □ **2**
TV's □ **$175,055,467** □ **5**
Total □ **$180,322,395** □ **12**

1992 to Date:

AM's □ **$155,701,970** □ **162**
FM's □ **$292,872,837** □ **177**
AM-FM's □ **$223,969,846** □ **115**
TV's □ **$1,382,437,087** □ **47**
Total □ **$2,054,981,740** □ **501**

For 1991 total see Jan. 27, 1992 BROADCASTING.

SOLD!

KZKX-FM, Lincoln, Nebraska from **Sherman Broadcasting Corporation,** Jay Meyers, President to **C.T. Robinson** for $2,850,000 cash.

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■ **Compton, CA** KJLH(FM) 102.3 mhz—July 31 application of Taxi Productions Inc. for CP to make changes: ERP: 5.6 kw (H&V).

■ **Quincy, CA** KQNC(FM) 101.9 mhz—July 30 application of Olympic Broadcasters Inc. for CP to make changes: ERP: .13 kw H&V, class: from 271C2 to 271A (per MM docket #92-20).

■ **Springfield, FL** WRBA(FM) 95.9 mhz—July 29 application of Styles Broadcasting Company Inc. for CP to make changes: ERP: 50 kw (H&V).

■ **Lumpkin, GA** WYAZ(FM) 99.3 mhz—July 22 application of Radio Lumpkin Inc. for mod. of CP (BPH-891214MI) to make changes; change main studio location.

McDonough, GA WMVV(FM) 90.7 mhz—July 30 application of Mt. Vernon BAP Church of Henry Co. Inc. for CP to make changes; change: ERP: 10 kw (H&V); TL: 1736 Highfalls Road, Griffin (Spalding) GA; change city of license from McDonough to Griffin.

■ **Richmond Hill, GA** WRHQ(FM) 105.3 mhz—Aug. 3 application of Thoroughbred Communications Inc. for CP to make changes; change: ERP: 11.237 kw (H&V); ant.: 148.2 m.; TL: 1311 West 52nd Street; Savannah, Chatham County, GA; change class to C3 (per MM docket #91-127).

■ **Wabash, IN** WWIP(FM) 105.9 mhz—Aug. 3 application of Conaway Communications Corp. for mod. of CP (BPH-880722MK) to make changes; change: ant.: 97 m.; TL: southeast corner of Morrett Road and Dowd Road.

■ **Henderson, KY** WGBF-FM 103.1 mhz—July 31 application of Aiken Communications Corporation for CP to make changes: ERP: 3.16 kw (H&V); ant.: 138 m.

■ **Radcliff, KY** WUOX(FM) 103.5 mhz—Aug. 4 application of W & B Broadcasting Inc. for mod. of CP (BPH-871110MU) to make changes: ant.: 137 m.; TL: 3110-8 South Wilson Road, Elizabethtown, Hardin County, KY; specify directional antenna.

■ **Winchester, KY** WLFX(FM) 100.1 mhz—Aug. 3 application of Gary L. Jensen, receiver, for CP to make changes; change ERP: 32 kw (H&V); ant.: 149.5 m.; TL: existing WLAP(AM)-WMXL(FM) tower at intersection of Huffman Mill and Russel Cave Roads, Fayette County, KY; change to class C2 (per MM docket #88-31).

■ **Shreveport, LA** KMJJ-FM 100.1 mhz—July 30 application of Sungroup Broadcasting of Louisiana for CP to make changes; change freq.: 99.7 mhz (per MM docket #84-231); ERP: 50 kw (H&V); ant.: 150 m.; TL: 5.15 km (3.1 mi.) north of loop 220 on farm road 3049; 1100 feet west of hwy. 3049; change to class C2 (per MM docket #84-231).

■ **Northfield, MA** WNMH(FM) 915 mhz—Aug. 3 application of Northfield Mount Hermon School for CP to make changes; change freq.: 88.9 mhz; ERP: 1.2 kw (H&V); ant.: -92 m.

■ **Ashley, MI** WJSZ(FM) 92.5 mhz—Aug. 3 application of William V. Constine for mod. of CP (BPH-901226MD) to make changes; change ERP: 2 kw (H&V); ant.: 122 m.

■ **Glassboro, NJ** WGLS-FM 89.7 mhz—July 31 application of Glassboro State College for CP to make changes; change ERP: .158 kw(H) .640 kw(V); ant.: 49.9 m.; TL: approximately .35 km east of intersection of Rte. 47 and Fish Pond Road, adjacent to Glassboro State College Campus.

■ **Cleveland** WMJI(FM) 105.7 mhz—July 29 application of Legacy Broadcasting for CP to make changes: ERP: 16 kw (H&V); ant.: 344 m.; TL: 1.2 km southwest of intersection of Broadview and Ridgewood Roads, Parma, Cuyahoga County, OH.

■ **Shadyside, OH** WEEL(FM) 95.7 mhz—July 29 application of Adventure Three Inc. for CP to make changes; change ERP: 5 kw (H&V); change to class B1 (per MM docket #88-544).

■ **Wilburton, OK** KZUD(FM) 103.7 mhz—July 30 application of Blue Mountain Broadcasting for CP to make change; change ERP: 90 kw (H&V); ant.: 276 m.; TL: 2.8 km northeast of Krebs, Pittsburg County, OK; change to class C1 (per docket #91-232).

■ **Lebanon, OR** KIQY(FM) 103.7 mhz—July 29 application of Spotlight Media Corp. for mod. of CP (BPH-910531ID) to make changes; change ant.: 335.2 m.; TL: Peterson Butte, 5.7 km from Lebanon city hall on bearing of N231E degrees.

■ **Scranton, PA** WEZX(FM) 107.1 mhz—Aug. 3 application of Scranton Times for mod. of license to change channel from 296 to 295 (per MM docket 89-328).

■ **Walterboro, SC** WONO(FM) 105.3 mhz—Aug. 3 application of TBJ Broadcasting Partnership for mod. of CP (BPH-880601ND - new station) to change freq.: 93.7 mhz; ERP: 6 kw H&V; TL: off Featherbed Road, Colleton County, SC; 2.71 km N (359.9 degrees) of Neyles; 1.84 km SE (162.8 degrees) of Sandy Dam Branch (per MM docket #91-127).

■ **Crossville, TN** WXVL(FM) 99.3 mhz—July 31 application of Crossville Radio Inc. for CP to make changes; change TL: approx. 11 km NNW of Crossville, TN.

■ **Spring City, TN** WAYA(FM) 93.9 mhz—July 31 application of Walter E. Hooper III for CP to make changes: TL: 2 km southeast of Tranquility, TN, change to channel 230C3 (per docket #89-398).

■ **Columbus, TX** KULM-FM 98.3 mhz—July 30 application of Wajama Productions Inc. for mod. of CP (BPH-900810IO) to change antenna supporting-structure height and ant.: 77 m.

■ **Copperas Cove, TX** KOOV(FM) 103.1 mhz—July 31 application of Centroplex Communications Inc. for CP to make changes; change ERP: 6.3 kw (H&V); ant.: 20 m.; TL: rural Copperas Cove, Coryell County, TX, 6.47 km on bearing 227 ft. from Copperas Cove reference coordinates; change to class C3 (per MM docket #90-545).

■ **San Diego, TX** KUKA(FM) 105.9 mhz—July 29 application of Brent Epperson for mod. of CP (BPH-881128MA) to make changes; change ERP: 6 kw H&V; ant. 100 m.; TL: Highway 44, 3.4 mi. west of Alice, TX (see BALH-920624GJ).

■ **Stephenville, TX** KSTV-FM 105.7 mhz—Aug. 3 application of Cen-Tex Media Inc. for CP to make changes: ERP: 90.3 kw (H&V); ant.: 626.9 m.; TL: approx. 5.6 km west of Gibtown, TX, on TX Hwy. 2210, left on private road approx. 1.4 KM; site is approximately .5 km west of road; class C1 to C (per MM docket #92-106).

■ **Mechanicsville, VA** WCDX(FM) 92.7 mhz—July 28 application of Sinclair Communications for CP to make changes: ERP: 4.5 kw (H&V); ant.: 235 m.; TL: 2345 Basie Road, Richmond, Henrico County, VA; freq. changed from 92.7 mhz to 92.1 mhz; class changed from A to B1.

■ **Centralia, WA** KCED(FM) 91.3 mhz—Aug. 4 ap-

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's'	TOTAL*
Commercial AM	4,969	186	5,155
Commercial FM	4,707	944	5,651
Educational FM	1,557	290	1,847
Total Radio	**11,233**	**1,420**	**12,653**
Commercial VHF TV	557	13	570
Commercial UHF TV	583	164	747
Educational VHF TV	124	4	128
Educational UHF TV	236	10	246
Total TV	**1,500**	**191**	**1,691**
VHF LPTV	466	131	597
UHF LPTV	818	841	1,659
Total LPTV	**1,284**	**972**	**2,256**
FM translators	1,901	390	2,291
VHF translators	2,512	80	2,592
UHF translators	2,406	392	2,798

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million.
' Construction permit. 'Instructional TV fixed service. 'Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

Jeff Franklin, creator and executive producer of ABC's rookie comedy *Hangin' with Mr. Cooper*, has unexpectedly left the show only a few weeks before its debut. Neither officials at Lorimar, the studio that produces the show, nor publicists for Franklin would comment on the matter other than to acknowledge his leaving. According to speculation, Danny Kallis, co-executive producer, is expected to take over the helm of the series. It's not known what effect this situation will have on Franklin's overall deal with Lorimar. He signed his three-year deal in March 1991, commanding between $5 million and $7 million.

Chase Communications exited television broadcasting last week with a definitive agreement to sell its four Fox affiliates to Renaissance Communications for cash and stock (see "Changing Hands"). Terms were not disclosed, but most recent estimates peg the selling price at close to $200 million. The stations are WATL(TV) Atlanta; KDVR(TV) Denver; WTIC-TV Hartford, Conn., and WXIN(TV) Indianapolis. Renaissance President Michael Finkelstein stressed that a possible future public offering of the company would not occur before the deal closed. Renaissance will sell its other station in the Hartford market, WTXX(TV) Waterbury, as required by the current FCC one-to-a-market rule.

Despite President Bush's refusal to appear at the first of the proposed single-moderator debates (on Sept. 22) if they remain in that format, the Commission on Presidential Debates is still going ahead as planned, at least for now. It met last week with network, station, and radio representatives to discuss the logistics of coverage of the debate. Sept. 16 is when the commission is scheduled to start setting up for the debate at Michigan State University, but it will halt preparations if it has not heard from the Bush campaign by then. It is now up to the Clinton and Bush campaigns to negotiate a debate format acceptable to both, said the commission's media director, Bob Neuman. Clinton had approved the original format (three single-moderator debates) and has vowed to show up at Michigan State whether Bush is there or not. The Bush campaign has said it prefers just two debates with a panel of questioners.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Aug. 23. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	11.5/224/98
2. Jeopardy	10.2/214/98
3. Oprah Winfrey Show	8.7/230/98
4. Star Trek	8.6/243/99
5. Entertainment Tonight	7.8/158/95
6. Married...With Children	7.3/176/94
7. Current Affair	6.9/162/94
8. Inside Edition	6.7/145/89
9. Cosby Show	6.6/166/96
10. Wheel Of Fortune-wknd	6.2/170/79
11. Donahue	5.7/[illegible]/98
12. WKRP In Cincinnati	5.4/226/98
13. Sally Jessy Raphael	5.3/211/97
14. Sixty-nine	4.8/166/96
14. Hard Copy	4.8/178/91

***Magnum, P.I.* continues to generate substantial back-end revenue for MCA. Word last week was that the company has agreed to sell a third-cycle syndication package of 156 episodes to MCA/Paramount-owned USA Network for around $150,000 per episode, or $23.4 million.** The four-year deal kicks in in 1994, with two years nonexclusive (the last two-years of the second broadcast syndication cycle) and two years exclusive. It's said to

CNN JUST SAYS NO TO BUSH AD

CNN was approached about airing the five-minute commercial for President Bush that ran on the three broadcast networks last Thursday night, but declined to do so. The network does not accept commercials longer than two minutes, and the FCC does not require cable networks to accept political advertising. The five-minute spots were the Bush campaign's first lowest-unit-rate buys of the election. The networks had to cut back on promotion time and slightly shorten the preceding programing to make room for the ads. The campaign spent $295,000 to run its ad at 10:55 on CBS's *Middle Ages* and $250,000 to run it on NBC's *L.A. Law*, also at 10:55. ABC refused to air the ad at the same time, at the end of *PrimeTime Live*, and instead ran the $200,000 spot at 9:55 after *Homefront*. The network has a policy "not to cut news programing to accommodate commercials," said a spokesman. The Bush campaign has also bought 60-second spots on ABC, NBC and CBS. On ABC: *Monday Night Football*, Saturday college football, *Full House, Home Improvement, Going to Extremes, Room for Two, Covington Cross* and *Crossroads*, and a movie. On NBC: *Secret Service, I Witness Video, Unsolved Mysteries, Cosby, Night Court, Round Table* and the *Miss America Pageant*. And on CBS: three spots on yesterday's U.S. Open men's finals.

In other political advertising news, Clinton has made a regional buy on ABC, for a total of $120,000, airing spots in the East Central region on Sept. 28. And yes, that was Lyndon LaRouche on CBS last Friday night. The perennial presidential candidate bought a half-hour at 10:30 on the network for $240,000. **—SDM**